

WHAT IS CLAIMED IS:

1. An isolated nucleic acid comprising a sequence as set forth between nucleotide positions 372 to 460 of SEQ ID NO:1.

2. The isolated nucleic acid of claim 1, wherein said sequence is selected from the group consisting of:

- a) 372 to 461 of SEQ ID NO:1;
- b) 372 to 522 of SEQ ID NO:1;
- c) 309 to 460 of SEQ ID NO:1;
- d) 309 to 461 of SEQ ID NO:1;
- e) 309 to 522 of SEQ ID NO:1;
- f) 207 to 460 of SEQ ID NO:1;
- g) 207 to 461 of SEQ ID NO:1;
- h) 207 to 522 of SEQ ID NO:1;
- i) 95 to 460 of SEQ ID NO:1;
- j) 95 to 461 of SEQ ID NO:1;
- ) 95 to 522 of SEQ ID NO:1;
- l) 28 to 460 of SEQ ID NO:1;
- m) 28 to 461 of SEQ ID NO:1;
- n) 28 to 522 of SEQ ID NO:1;
- o) 1 to 460 of SEQ ID NO:1;
- p) 1 to 461 of SEQ ID NO:1; and
- q) 1 to 522 of SEQ ID NO:1.

3. A vector comprising the sequence of claim 1.

4. A vector comprising the sequence of claim 2.
5. An isolated cell comprising the vector of claim 3.
6. An isolated cell comprising the vector of claim 4.
7. A method of modulating the transcription of a heterologous sequence in a prostate cell, comprising joining of said heterologous sequence downstream of said sequence of claim 1, and assessing the level of transcription of said heterologous sequence.
8. A method of modulating an expression of a transcript in a prostate cancer cell, comprising an administration in said cell of an agent capable of modulating a transcriptional activity of said sequence of claim 1.
9. A method of identifying an agent which modulates an expression of a transcript in a prostate cell, comprising an assesment of a transcriptional activity of said sequence of claim 1, in a presence, versus an absence of a candidate compound, wherein an agent which modulates said transcriptional activity of said sequence is selected when said transcriptional activity is significantly different in the presence of said compound, as compared to in the absence thereof.
10. The method of claim 9, wherein said prostate cell is a prostate cancer cell.

11. The vector of claim 3, wherein said heterologous sequence is selected from a sequence which encodes a reporter gene and a therapeutic sequence.
12. The vector of claim 11, wherein an expression of said therapeutic sequence inhibits the growth or kills a cell in which it is expressed.
13. The vector of claim 11, wherein said therapeutic sequence is a suicide gene.
14. The vector of claim 13, further comprising an enhancer element.
15. A method for diagnosing prostate cancer or a predisposition thereto in a nucleic acid prostatic sample of a patient comprising assessing in said sample, the promoter activity of said sequence of claim 1, wherein an active state of said sequence, as compared to an inactive state thereof, indicates a cancerous state of said prostatic sample or a predisposition of said sample to develop into a cancerous state.